

Public Health Campaigns

Health education materials often target a small number of people – patients upon discharge or patients at their local physician’s office. Public health campaigns target much larger audiences.

- Quitting smoking
- Dangers of drinking and driving
- Dangers of texting and driving
- Proper placement of child safety seats
- Cancer screens (male and female)
- Vaccinations
- Nutrition related
- Benefits of exercise
- Nursing shortages
- Lack of Healthcare
- Lack of physician in rural areas

The possibilities are endless. Think outside the box if you have to.

Identify an issue or problem that you think should be addressed with a public health campaign (Think locally, regionally, Texas specific, nationally, or internationally).

Develop Part I: Write a 1500 (3 pages)-word analysis of the community and population using population health data sources needed to address this issue.

- Identify a specific issue. If there is a national health objective associated with your issue, explain that here.
- Identify the federal, state, and local agencies (if any) tasked with addressing and managing this issue.
- Describe where your data would come from.
- Define the community and targeted population that the identified objective addresses, such as women, the aged, people of color, individuals in rural areas, children, etc.
- Describe the current systems in place to assess or monitor the issue of interest,

Reference your readings and at least three peer-reviewed articles.

Format your paper consistent with APA guidelines.

Develop Part II of a health campaign plan. Part II focuses on assessment and planning for a health campaign.

Write a 1500 (3 pages)-word analysis of the population and resources for your health campaign. Building on the Part I submission, provide the following:

- Summarize Part I in a single paragraph as part of your introduction to create the context for Part II.
- Describe how the target population is defined at various levels (local, regional, national, international) and compare/contrast how these data may differ in reality, within the defined community, relating to the identified issue from Part 1.
- Describe the target population's incidence, prevalence, and mortality differences locally, regionally, nationally or internationally. Compare/contrast at least 2.
- Explain the community-based response to the issue as it currently is. IF there has been no response, why might that be?
- Explain institutional and community leadership roles in responding to the issue you've identified. Who needs to be involved in making this campaign an effective reality?

Reference your readings and at least 3 peer-reviewed articles.

Format the analysis consistent with APA guidelines.

Develop Part III of a health campaign to implement a change in population health. Part III focuses on recommendations for implementing and assessing the proposed change.

Present an 8- to 10-slide Microsoft® PowerPoint® presentation proposing a population health campaign for your chosen health issue.

- Recommend the implementation of a campaign for your chosen issue to improve population health addressing social, economic, and cultural factors.
- Recommend approaches, such as programs, policies, laws, and environmental aspects, to assess the health and wellness of the target population.
- Recommend 3 types of media to be used for this public health campaign: (flyers, pamphlets, newsletters, television, radio, social media) and explain why your selected media is the best option to consider.
- Determine the challenges related to improving the population health for the target population. Examine global implications, environmental factors, and disease prevention.

Use at least three peer-reviewed articles to support your recommendations. Format consistent with APA Guidelines.